

Curing Can

by Marcia Amidon Lusted

Have you ever had a lemonade stand in your front yard? Maybe you've spent all day sitting there, making a few dollars to spend on your next trip to the store. Now imagine that the very same kind of lemonade stand could make hundreds, thousands, or even millions of dollars. Impossible? Not at all!

Since 2000, an organization called Alex's Lemonade Stand has raised \$25 million for cancer research. It all started with a little girl named Alexandra (Alex) Scott. Alex suffered from a form of childhood cancer called neuroblastoma. Just after her fourth birthday, and after many stays in the hospital, Alex told her parents that she wanted to have a lemonade stand in her front yard to raise money to give to doctors so that they could find a cure for cancer. Alex's first lemonade stand raised \$2,000. Although Alex died in 2004, her idea of holding a lemonade stand soon spread. People all over the world held their own lemonade stands and donated the money to the Alex's Lemonade Stand Foundation.

During its Lemonade Days, held every year in June, the foundation hosts more than 2,500 lemonade stands.

Kids have different reasons for holding lemonade stand fundraisers. Some do them as projects at school or with organizations like Scouts. Others have a more personal reason. Maddy Lewis of Amesbury, Massachusetts, holds a lemonade stand every year in her hometown. Maddy was diagnosed with the same kind of cancer as Alex, but she has been a seven-year survivor of the disease. Maddy sells her lemonade for \$1 a cup and says, "If it wasn't for Alex's Lemonade Stand,

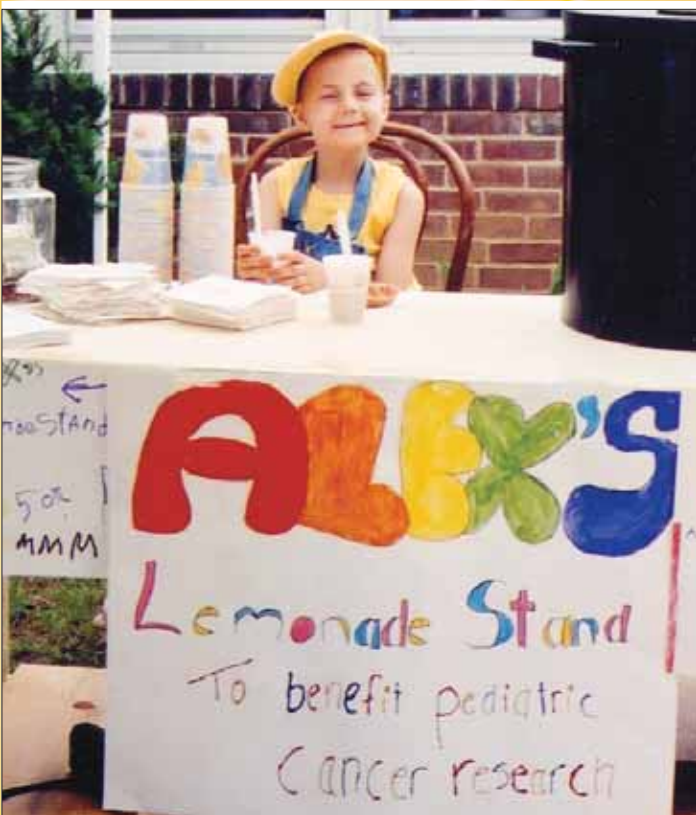


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One Cup at a Time

Get your ice-cold lemonade!

Alex's first lemonade stand made \$2,000!
Since 2000, the foundation begun in her name
has raised \$25 million for cancer research.



"I wouldn't be here today." Maddy's family hopes that their lemonade stand will help find a permanent cure for Maddy's cancer. "It is her lifelong mission to stop this disease," Maddy's mother says.

Jessica, a tenth grader from South Carolina, blogged about her experience running a lemonade stand with her brothers. "My brother built an entire stand out of scraps of lumber and painted it yellow. We stocked up on several types of lemonade, Italian lemon sodas, and cookies. We recruited other children from the neighborhood — seven kids on the team! As we received customers, I was amazed how many people were willing to support the cause, many donating without buying any lemonade. After a few hours in the 98 degree heat, everyone was growing exhausted, but the outcome was worth it: We made a total of about \$300!"

Jessica goes on to say that her brother was disappointed that they "only" made a few hundred dollars when he wanted to make thousands, but Jessica told him, "Someday,

One Cup at a Time

somebody will give the one last dollar it takes to find a cure for one of the cancers. What if that dollar was one of the ones we raised?"

Even younger kids can get into the act: Five-year-old P.J. Bartos set up his lemonade stand on President's Day in Peoria, Arizona. P.J. suffers from a heart condition, but he wanted to help other kids. "I'm doing it to help kids who have cancer feel better. They are sick and my lemonade stand will make them feel better." P.J. originally wanted to raise \$250, but he received that in online donations alone and decided to raise his goal to \$1,000.

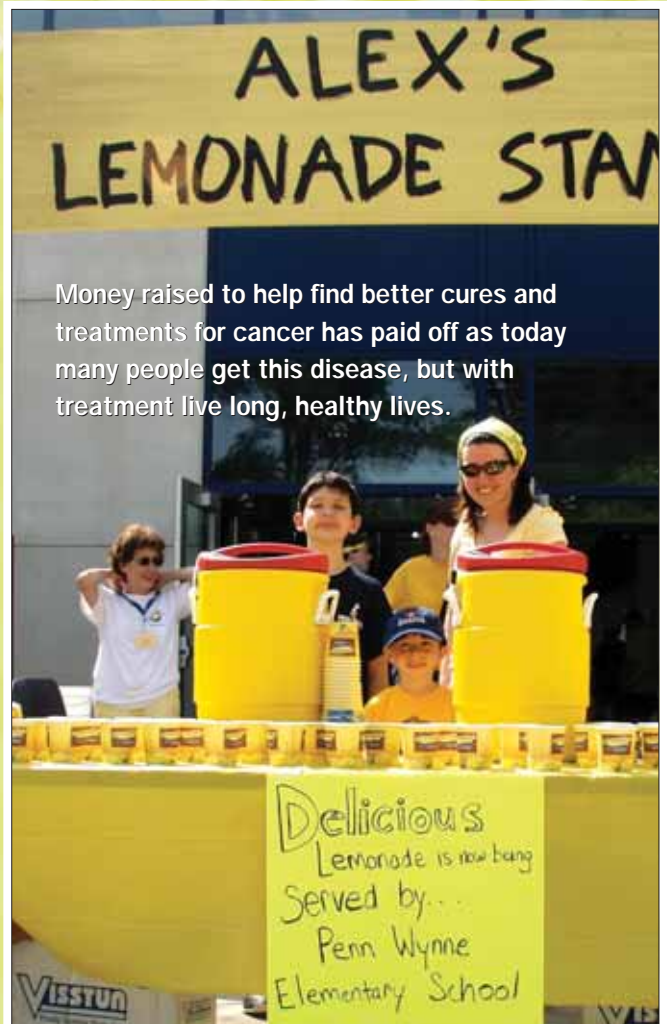
Does this sound like something you'd like to do to make a difference? You can visit the Alex's Lemonade Stand

Web site (www.alexlemonade.org)

for helpful hints about running your own stand, as well as downloadable brochures, posters, banners, and other

resources. You can even register your stand or find out if someone else near you is holding one. You can also sign up to participate in the Alex's Lemonade Stand Foundation National Walk-a-thon Project, held in May.

So if you think that you can't make a difference just by selling cups of lemonade from your front yard, think again. As Alex's Foundation says, "you CAN fight childhood cancer . . . one cup at a time!"



Money raised to help find better cures and treatments for cancer has paid off as today many people get this disease, but with treatment live long, healthy lives.

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